



WEWS

ORDER

Print Date 10/03/12 Page 1 of 3

Flight Dates 10/22/12-11/05/12

Contract / Revision 306932 /

Original Date / Revision Agency Com 15%
08/03/12 09/26/12 Billing Contact

Advertiser Republican Senate Campaign
7720 Benson Road
Carroll, OH 43112

Agency **Midwest Communications &**

Buying Contact Sales Office WEWS
49 S Grant Avenue Sales Region LOC
Columbus, OH 43125 Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive

WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	48	\$56,865.00	\$66,900.00	0.00
November 2012	59	\$74,885.00	\$88,100.00	0.00
Totals	107	\$131,750.00	\$155,000.00	0.00

Billing Plan

Month	# of Spots	Billing Plan		Rating	Start Date	End Date	# Spots	Billing Plan	
		Net Amount	Gross Amount					Net Amount	Gross Amount
October 2012	48	\$56,865.00	\$66,900.00	0.00	10/01/12	10/28/12	48	\$56,865.00	\$66,900.00
November 2012	59	\$74,885.00	\$88,100.00	0.00	10/29/12	11/05/12	59	\$74,885.00	\$88,100.00
Total	107	\$131,750.00	\$155,000.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
																Spots	Amount	
N 1	WEWS	10/22/12	11/05/12	M-SU	11-1135P	Late	Ne	0M	11-1135p	-----	:30	0	\$3,000.00	P-1	0.00	NM	9	\$27,000.00
				M-SU	11-1135P	Late	Ne											
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating								
Week: 10/22/12		10/28/12		MTWTF- S		4		\$3,000.00		0.00								
Week: 10/29/12		11/04/12		MTWTF- S		4		\$3,000.00		0.00								
Week: 11/05/12		11/11/12		M- -----		1		\$3,000.00		0.00								



WFWS

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Contract / Revision **306932** Flight Dates **10/22/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/03/12 / 09/26/12

Order Sep 00:20:00

Advertiser **Republican Senate Campaign** Product

Estimate



WEWS

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Contract / Revision 306932 Flight Dates 10/22/12-11/05/12Hiatus DatesOriginal Date / Revision 08/03/12/ 09/26/12Order Sep 00:20:00Advertiser Republican Senate Campaign ProductEstimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N10	WEWS	10/22/12	11/05/12	M-F 1135p-1202a Night	CM	1135p-1207x	-----	:30	0	\$1,000.00	P-2	0.00	NM	7	\$7,000.00	
				M-F 1135p-1202a Night												
N11	WEWS	10/22/12	11/05/12	SA-SU GMA 8-9a	CM	8-9a	-----	11	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
				SA-SU GMA 8-9a												
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>										
	Week: 10/22/12	10/28/12		-----11		2	\$700.00									
	Week: 10/29/12	11/04/12		-----11		2	\$700.00									
	Week: 11/05/12	11/11/12		-----		0	\$0.00									
N12	WEWS	10/22/12	11/05/12	SA 12a-1a CSI Miami Late	CM	12a-1a	-----	:30	0	\$650.00	P-1	0.00	NM	4	\$2,600.00	
				SA CSI Miami Late												
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>										
	Week: 10/22/12	10/28/12		-----S-		2	\$650.00									
	Week: 10/29/12	11/04/12		-----S-		2	\$650.00									
	Week: 11/05/12	11/11/12		-----		0	\$0.00									
N13	WEWS	10/22/12	11/05/12	Friday Prime C	CM	20/20	-----	:30	0	\$7,000.00	P-1	0.00	NM	2	\$14,000.00	
				20/20												
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>										
	Week: 10/22/12	10/28/12		-----F--		1	\$7,000.00									
	Week: 10/29/12	11/04/12		-----F--		1	\$7,000.00									
	Week: 11/05/12	11/11/12		-----		0	\$7,000.00									
N14	WEWS	10/22/12	11/05/12	Sunday Prime A	CM	AFHV	-----	:30	0	\$8,000.00	P-1	0.00	NM	1	\$8,000.00	
				AFHV												
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>										
	Week: 10/22/12	10/28/12		-----		0	\$0.00									
	Week: 10/29/12	11/04/12		-----S		1	\$8,000.00									
	Week: 11/05/12	11/11/12		-----		0	\$0.00									

Totals 107 \$155,000.00